mini DM-INITIAL

2 OF ANY ONE ITEM-- PER DENISE COHEN 1/20/96

DIRECT MAIL

FEMALES 21-30 Redm		800,000
FEMALES 21-30 NON-REDM	test	5,000
		805,000

INITIAL FORECAST #1

PRICES AS OF 1/25

REDM %=== 5.00% 40,250

MILES/person 1250

Total MILES 50,312,500

	%split UPCs	MILES	ITEMS REDEEMED	COSTS	Cost/Mile
BELT	25%	**295**	**42,638**	**$3.30**	$0.0112
BACKPACK	75%	**950**	**39,720**	**$21.00**	$0.0221
Total items			82,358		
Items per Order			2.05		

SIZING

BELT	SMALL/MED	55%	23,451
	LARGE/XLRG	45%	19,187
			42,638

20413349999

Source: https://www.industrydocuments.ucsf.edu/docs/yhdy0004